

INFORMATION ON THE GIUMARRA STRIKE

On Sept. 10, 1965, members of the Agriculture Workers Organizing Committee AFL-CIO went out on strike against Giumarra Vineyards Corporation in Delano. The State of California certified labor dispute #65-2916A. Picketing has occurred almost continuously since then.

On June, 1967, the now United Farm Workers Organizing Committee renewed activity among Giumarra workers. UFWOC organizers traveled to Giumarra's main ranches in Edison, Arvin, and Wheeler Ridge -- more than 40 miles southeast of Delano -- to sign up workers. Within a few weeks, the vast majority of Giumarra workers signed authorization cards designating UFWOC as their bargaining agent.

Cesar Chavez, director of UFWOC, wrote a letter to Joseph Giumarra requesting a meeting. Giumarra sent a representative of the Western Employers Association, who was instructed to say nothing. Shortly after, Giumarra broke off communications.

At a fiesta held July 23, several hundred Giumarra workers voted to strike or boycott their boss. These workers labor 16 hours a day, six days a week in the 100⁰ Kern County sun. Many of them have to drive an hour to get to work; hence, they are up at 4:00 am and home at 5:30 or 6:00 pm. Giumarra pays a flat \$ 1.40 an hour without the "incentive" other growers throw in. On July 27, Giumarra cut the wages of the packing house ladies from \$1.40 to \$1.30 an hour. The payroll of Giumarra Vineyards Corporation is \$2,500,000 a year, paying 2500 workers at the peak. Hence, a 25% wage increase to \$1.75 askat Schenley would cost \$625,000. Economi

Giumarra farms 12,170 acres, over 19 square miles. The company receives \$246,882 -- over a quarter of a million dollars -- in annual Government subsidies for not growing cotton and for conserving soil. (Congressional Record June 19, 1967) Over 6300 acres of Giumarra's land is in table grapes, which gives him the biggest and finest table grape land in the country. His volume dominates the nation's markets. Small farmers are subsumed by his foreclosures of mortgages. (Cf. Giumarra vs. Yoshikawa, A Watsonville strawberry farmer with 5 acres, LA Superior Court #685752.)

Giumarra ships to the biggest chain stores in the country. His major customers include A&P, Safeway, Kroger, and Food Fair, with upwards of a million dollars of sales apiece out of total sales for Giumarra Vineyards Corp. of \$12 million. National Tea, Grand Union, Food Giant, And TOPCO Associates, among the biggest buyers in the nation, are all major Giumarra accounts. Another company, Giumarra Bros Fruit Co., sells Giumarra grapes and other growers' produce in the LA area. Giumarra Farms, Inc. sells 1000 railroad cars and 400 trucklots of potatoes and plums annually, besides farming 1400 acres of cotton. The numerous oil wells on Giumarra's property, from which Giumarra gets one-sixth of the proceeds, grease the whole operation.

THE GIUMARRA STRIKE

In June 1967, strike activity was renewed among field workers at the Giumarra Vineyards Corporation. Organizers for the United Farm Workers Organizing Committee decided to renew economic and organizational action against the company as the result of expressed support from the workers. The strike was first certified as a labor dispute by the State Department of Employment in Sept., 1965, but concentrated effort had been directed against other Delano growers. This effort has resulted in contracts with Schenley Industries, Di Giorgio Fruit Corp., A. Perelli-Minetti & Sons, Goldberg-Radovich plus growers outside Delano which included Almaden, Gallo, Christian Brothers, and Novitiate of Los Gatos. The next target decided upon was Giumarra Vineyards.

By the end of July union organizers had received signed authorization cards from the vast majority of the Giumarra workers. These workers indicated their demands for union recognition and collective bargaining rights. UFWOC contacted Giumarra privately and later publicly, requesting elections or a card check to determine recognition. Union requests were ignored. The Union made it clear that this offer would not be made again once strike and boycott action had been decided upon by the workers. Cesar Chavez, director of UFWOC referred to this decision as a "second bite at the apple", indicating that in past efforts growers had had two chances to frustrate worker demands. The first at the time of initial demand for elections, the second at an election conceded to after a long intensive effort on the boycott, during which time the grower had time to intimidate the labor force and organize workers for purposes of defeating the union in an election. The Union would not again concede to the latter.

After weeks of delay and refusal to consent to any election despite repeated overtures and attempts by the State Conciliation Service to set up sessions with Giumarra, the workers decided to strike. On August 2, workers met to organize picket lines which would be set up the following day. At this time the Thompson Harvest was in its third day of picking in the Wheeler Ridge Area. This grape is the biggest money crop Giumarra has. On August 3, workers met at 3:00 A.M. in Bakersfield and proceeded in picket crews to cover all the entrances to Giumarra fields. Labor contractors who approached the fields that morning were met by the strikers. Busses stopped, drivers refused to cross the lines and recently hired workers joined the picket lines. On that day not one lug of grapes came into the Giumarra's Edison shed. Semi trucks refused to cross the line in front of the shed, trainmen honored the picket lines by not switching onto Giumarra private property. Shed workers went home after waiting an hour and a half for work. Friday repeated the same story. On Saturday, Giumarra called offwork for the few scabs that were left in the fields. By Monday Giumarra was desperate and sent buses to Mexicali, Calexico and the Imperial Valley to recruit green carders and illegal aliens. His foremen combed the skid rows of nearby towns. They signed up high school students. Other growers like Caratan and Jack Pandol "loaned" Giumarra whole crews of workers. Many of the strikebreakers not told of the strike when they were hired, joined the struggle when they saw the picket lines, but many others were so beat by poverty and the need to support families that they would take a job anywhere. Giumarra was preying on their poverty to keep all farm workers impoverished.

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Giumarra went to the courts and a restraining order was issued which curtailed all effective strike activity. It limited three pickets to each side of an entranceway, prohibited a moving picket line, and restricted one picket every 50 feet. It severely restricted organizational efforts among the strikebreakers many of whom were informed of the strike. It prevented effective communication between the strikebreakers and the strikers and broke down other persuasive methods of contacting the scabs. In short, Giumarra used the courts to try to break the strike.

Picket activity is continuing in the fields, but strikers and organizers are now concentrating their efforts on stopping Giumarra's grapes across the country. In every major city in the U.S. and Canada there are people working on the boycott. A key source of information is the picket line at the Edison Shed which was recently the scene for violence against the strikers. Four of the strikers were beaten by scabs working inside the shed. Two of the strikers were hospitalized after having been beaten by clubs and bottles. The scabs feel they are losing money because of the strike and in scab fashion they don't direct it to the source, but have lashed out at the strikers. They don't even consider a benefit like standing-by pay which would be guaranteed to them under a contract.

The boycott continues and so do the picket lines in the valley. Headway is being made to stop Giumarra's grapes. But this grower has been tricky. Instead of sending the grapes out under his own labels he is shipping them out under the labels of 36 other grape growers with new ones coming in every day. Unions that are supporting us have a hard time keeping up with the new labels for the "hot grapes". Many major chains are no longer handling Giumarra grapes, as well as many produce brokers and buyers. It is a matter of time and effort before the workers get a contract.

There are many ways that supporters can help the Union in its boycott activities. Spread the word that the Delano strike is not over and that strikers are still in need of money and food. Organize a consumer boycott against Giumarra products in your area, checking to see what chains and markets carry Giumarra's labels. You can go into the back of the store and inquire. Most stores cooperate in passing on this kind of information. As consumers you have a right to know. If there are scab grapes get in touch with organized labor (both AFL-CIO and Teamsters) or church leaders to locate the union boycott coordinator. If there is none, work through unions, church, student and community groups to set up a boycott committee to publicize the strike and to take direct action against Giumarra's grapes. Keep the Union informed in Delano of your activities. Contact UFWOC-AFL-CIO, P.O. Box 130, Delano, California.

(List of scab labels on next page)

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Viva La Causa!



BEWARE OF THESE BOYCOTTED LABELS:

Giumarra's own labels:

Arra
Uptown
GVC

Grape King
Mr. G
Honey Bunch

Labels of other growers used by Giumarra:

Anton's Quality of Anton Caraton
Ar-Cal by Marty Bozina
Besbet of Tozzi Ranch
Blue Creek of Bakersfield
Bluejay of Johnston Farms
Del Ora of Frank Guidera
Haddad of Haddad Farms
Hi-Life of Eugene Nalbandian
J.J. of John J. Kovacevich
Louis IV of Caric
M & V of Martin & Vincent Zaninovich
Mary-Jo of Bruno Dispo
Mother of Radovich
Normandie of Stephen Pavich
Pow Wow of El Rancho Farms
Prosperity of Caratan
Rich-Pak of Dalton Richardson
Royal K of John J. Kovacevich

Sall-n-Ann of Frank Luchich
Sandrini Bros. of Sandrini
Silver King of Lucas
Sno-Boy of Lucas
Sunview of Marko Azninovich
Three Brothers of Pandol Bros.
VBZ of Zaninovich & Sons

Also:

Bounty
Gamco
Hi-Style
Marlin
Porky
Sage
Tiger
Tudor
White River

All labels of Delano growers besides those "borrowed" by Giumarra.

"California Sale Only"--Giumarra is avoiding the boycott by selling unlabeled grapes.

HUMAN RELATIONS CONFERENCE SAN JOSE CITY COLLEGE NOV. 4 8:30 am--5:00 pm

The stress of this conference is on community problems. Invitations are being issued to various local organizations and interested individuals to participate. It is open to the public. Twelve featured speakers, discussion groups, a student panel, will tackle the following problems:

Legal aid--civil rights	Housing
Educational opportunities (minority education)	Employment
Community education (majority attitudes)	Legislation
Police relations	Community action
Transportation	Health
Youth activities	Welfare

8:30 am, registration. 9:30-11:00, general session with speakers. 11:00-12:00, group discussions. 12:00, LUNCH. 1:00, student panel (various ethnic groups, drop-outs, etc.). 1:45, further group discussions. 4:00-5:00, a final general session will be held to attempt an assesment of the days conference.

ALL WHO PRE-REGISTER WILL BE PROVIDED WITH FREE BOX LUNCHES.

For further information call Mr. Alex King, SJCC, 298-2181

NEWS FROM THE SOUTH

Jemma Sterne and Barbara Lindsay

SOUTHERN LABOR ORGANIZING

"Don't Buy Levis!" "Support the Blue Ridge Strikers!"

These are the slogans of the Southern Labor Action Movement (SLAM) in support of the 400 women who went on strike over a year ago against the Levi-Strauss clothing plant in Blue Ridge, Georgia. The number of strikers was originally 460 who were protesting sweatshop conditions. The International Ladies Garment Workers Union finally got a contract but left all control in the hands of the company, which continued to harass the workers and to try in every way to break the union.

So these four hundred have gone out on strike again against tremendous odds. "Levi Burn-Ins" have been held in Atlanta and New Orleans to publicize the strike. Levis have been the "uniform" of students as they have of the civil rights workers in the South. Here is a good chance to show solidarity in San Jose (and the entire East Bay area). SLAM suggests "burn-ins"; an alternative might be a "label-in"--re-labeling Levis with "Huelga" or "Viva La Causa" and shipping them off to Delano.

Greenville, Mississippi, O.E.O. employees have seen the first steps toward a local of the American Federation of State, County and Municipal Employees in the deep South, in preparation for "National Lobby Day" to be held in Washington next February to try to get more programs and more funds in Mississippi. The public employees are forbidden by law to strike, but a union can help ordinary workers hold their jobs, express opinions without fear, and keep in better touch with the poor of the community.

NEWS OF THE ELECTIONS

All 22 of the Negro candidates in the Mississippi run-off Democratic Party elections were defeated. How could this happen in counties that had a majority of black electors who had risked so much for the sake of registering? Charles Evers of the NAACP questions the fairness of the voting processes and has asked for a recount in three counties. He also said that some Negroes still feel that "no Negro can do the job as well as a white man." More likely the economic pressures and failure to allow black poll workers to assist Negro voters did the job. November will give one more chance to get independent candidates into office.

ASCS ELECTIONS COMING UP

Community committees for Agricultural Stabilization and Conservation administration offer a very real opportunity for Negro farmers. Candidates are running in Kemper, Holmes, and Leake Counties, according to the report in the Mississippi News Letter. They are meeting locally to learn about ASCS programs, election procedures and campaign ideas. CORE members will recall the good fight put up by Negro farmers in '64 to have some say in the administration of the Agriculture Dept. program. Up to that time, the Civil Rights Commission found, there had been no Negro candidates for community committees ever since the program was instituted back in New Deal days, a lesson in the problems of legislation under "white power."

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SUPPORT THE CORElator--SUBSCRIBE!

INFORMATION ON GIUMARRA

Who is Giumarra? Giumarra is actually two corporations and a partnership. Giumarra Bros. Fruit Co. is a limited partnership. It operates a stall in the LA Produce Market where it does \$1 million worth of business annually. This partnership is a holding company for Giumarra Farms, Inc., that is, it controls its stock and operations. Giumarra Bros. Fruit Co. is made up of the following partners, with the percent of stock each owns, and also the percent of the profit each gets, in parentheses: Salvatore (6-1/4%), Alfred (6-1/4%), Jeanne Koenig (4-1/6%), Camille Stanley (5%), Manuel Elis (Bookkeeper) and Ester Corsaro as Trustees for Robert Lee Corsaro (5%), Gloria Murray (4-1/6%), George Jr. (4-1/6%). The general partners are Joe (12%), Dominick Corsaro (brother-in-law, 15%), John (25%). (Kern County Hall of Records Book 4007, Page 633). Giumarra Farms Inc. handles potatoes, plums, and cotton. It sells 1000 railroad carlots and 400 trucklots a year. (Packers Red Book, 1967). Giumarra Vineyards Corporation (GVC) is the biggest company owned by the family. GVC owns the vineyards and the winery. Its sales are at least \$12,000,000 a year and it employs 2500 men at the peak. The winery has a capacity of 4 million gallons. The payroll of GVC is \$2,500,000; hence a raise to \$1.75 an hour like Schenley, a 25% raise, would cost \$625,000 a year. The worth of the three companies is over \$25 million.

Free Government Money : According to the Congressional Record June 19, 1967, Giumarra received \$246,882 last year in government subsidies for not planting cotton and for "conserving Soil." This figure includes no loans.

Involvement in other Companies: Giumarra Bros. Fruit Co. is a partner with Cencal Development Co. of Nevada in Crest Land Co., which will develop real estate owned by the two companies in Bakersfield. (Kern County Records Book 3183, page 321). Giumarra owns stock in Calzona Box Co. of Lamont on DiGiorgio Rd. east of Weedpath Hwy. Calzona makes loans to small growers besides selling them shock for grape boxes. When Calzona forecloses on a loan, Giumarra can buy up the small farmers' property cheaply. (Compare Kern County Records Book 3683, page 250).

The Gobbling Up of Small Farmers: Giumarra Bros. Fruit Co. loaned \$1500 at 6% interest to Frank Yoshikawa, a Watsonville farmer growing strawberries on 5 acres. Yoshikawa had to promise to market his strawberries through Giumarra. When he couldn't pay the loan back, Giumarra sued him for \$1,500, \$90 interest, \$7200 lost selling commission and \$2750 lawyers fees, all of which add up to 667% over the original loan. Giumarra won in court. (LA Superior Court # 685752). Advances were made to Paul Pappalardo (LA Superior Court # 779160.) James Macchiaroli and Johnny Peters were probably taken over by Giumarra (Kern County Records Book 3622, page 112, also Calzona vs. John Peters.) Numerous small growers in the Bakersfield area are in debt to Giumarra.

Giumarra's Shipment to Market : Giumarra Vineyards Corporation claims it has "the Biggest, Best, Longest California Grape Deal". (Packers Red Book, 1958) It ships 1200 cars by rail and 800 by truck (Red Book, 1967). It is the first grower to pick in the San Joaquin Valley, and it possesses the second largest cold storage with 500 cars capacity. Its tremendous market volume helps it set prices. It can underbid anyone and make up the difference with volume, but due to its quality pack it receives \$.50 to \$1.00 more per lug than most growers. Big buyers include Safeway, A&P, Kroger and Food Fair, with 250 cars and more each, all adding up to half of Giumarra's business. (250 cars are worth about \$1 million in sales, hence the loss of any one of its main buyers would be a terrific blow.) TOPCO Associates, Grand Union, National Tea and Pacific Fruit and Produce are not far behind. Most of Giumarra's potatoes sold on the West Coast are handled by Charles Gibb in the LA Produce Market. Giumarra's Labels are Arra, Uptown, GVC, Grape King, Mr. G, and Honey Bunch.

Acreage: Giumarra farms at least 12,170 acres, 19 square miles, with 6340 in grapes, 1600 in cotton, 1450 potatoes, 320 orange seedlings, 160 oranges, 80 barley, 320 other field crops and 800 dry. At least 3700 acres are leased from 18 people. The rest of the land is owned by the Giumarra companies or the family. (Kern County Assessment Rolls, Agricultural Stabilization and Conservation Service, Kern County Office.)

Stock Speculation: IN a competitive economy money which is idle leads a company to failure. All profits have to be reinvested to keep up with one's competitors. Also in an unstable business such as grapes, stock investments provide secure assets. Giumarra Bros. Fruit Co. bought 3500 shares of Bank of America in the early 1950's at about \$30 a share--a \$100,000 investment. It purchased 1000 shares of Tennessee Gas Transmission Co. for \$24,000; and 100 share of Cutter Laboratories. It also bought stock in American Merrieta, West coast Transmission and Exeter Oil. During the '50's it invested \$90,000 in Wingate Manganese, a Death Valley mining company. The Family members also invest widely in stock. Joe Giumarra had over \$50,000 in stock by 1957, with 266 shares of Tennessee Gas and 25 shares Ford Motor Co. George Giumarra had \$40,000-\$50,000 in stocks in 1957, with 200 shares of Tennessee Gas plus stock in Southern Nevada Power and Interstate Oil. (Giumarra vs. First California Co., Kern County Superior Court.)

Great Wealth: An indication of the personal wealth of the Giumarras is indicated by the property of George Giumarra Jr. at age 13 in 1958: Dividend from Giumarra Vineyards Corp, \$10,000 (that is, part of the profits for the grapes.); balance in Ban. of America savings account \$4,271; one Kern County Lot; balance in Crocker-Anglo National Bank \$11,490; Certificate No. 4 for 200 shares of Giumarra Vineyards Corporation; Certificate no. SF 223280 for 45 shares of Massachusetts Investors Growth Stock, Inc.; 213 shares Bank of America stock; 500 shares Republic Pictures stock and 200 shares Food Machinery and Chemical Corp. (Kern County Probate Cast #15183). In 1944 Minnie Giumarra said that John G Giumarra, her husband, claimed to have made \$107,000 in 1944, to have paid \$40,000 in income tax, to have had \$13,000 in reserves, \$75,000 in cash, to be worth \$200,000 and "he had lost \$2000 in a few minutes of gambling with some wealthy produce men." (LA Superior Court #205575). Since then the Giumarras have gotten much richer. They also receive one-sixth of the proceeds from the oil coming from the many oil wells on their property. (Bakersfield Municipal Court #21276).

Miscellaneous: Giumarra owns the building at F and Truxton in Bakersfield which is leased to Prudential Insurance Co. They also own 20 acres in Imperial County and 2 lots in Riverside County. They conduct business at the Bakersfield Country Club besides at their 15,000 square foot packing house in Edison.